



Ad Sizes and Mechanical Requirements

Ad Sizes:	Bleed Size:	Trim Size:
Full Page Spread	22" x 15"	21 3/4" x 14 3/4"
Full Page	11 1/8" x 15"	10 7/8" x 14 3/4"
Junior Page Spread	16 3/4" x 11 1/8"	16 1/2" x 11"
Junior Page	8 1/2" x 11 1/8"	8 1/4" x 11"
Half Page Spread:		
10 Columns	22" 7 5/8"	21 3/4" x 7 3/8"
8 Columns	16 3/4" x 9 3/8"	16 1/2" x 9 1/4"
Half Page:		
5 Columns	11 1/8" x 7 5/8"	10 7/8" x 7 3/8"
4 Columns	8 1/2" x 9 3/8"	8 1/4" x 9 1/4"
21" Ad:		
2 Columns	4 1/2" x 11 1/8"	4 1/4" x 11"
3 Columns	6 1/2" x 7 5/8"	6 3/8" x 7 3/8"
4 Columns	8 1/2" x 5 7/8"	8 1/4" x 5 5/8"
15" Strip Ad	11 1/8" x 3 5/8"	10 7/8" x 3 1/2"
10" Ad	4 1/2" x 5 5/8"	4 1/4" x 5 1/2"

All bleed ads require 3/8" safety from trim.
For further information, call Production department.

Mechanical Requirements

PRODUCTION SPECIFICATIONS

For best reproduction offset litho negatives with register marks on four sides, plus corner trim marks on black printer required. All negatives must be right-reading emulsion down, prepared for heat-set web offset printing on a film base no thicker than 3 1/2 to 4 mil.

Recommended line screen is 120; Maximum accepted is 133.

Recommended maximum density is 260%; maximum accepted is 280%, but only at 120 line screen.

Printing process registers a gain on press. Publication's gain adheres to SWOP standards. Recommended dot density ranges from a pin-point to a maximum of 2% dot in the lightest (highlighted) areas, and a maximum of 90% in the darkest (shadow) area.

COLORS AVAILABLE

AAAA Standard Blue (Process Blue); Standard Yellow (Process Yellow), Standard Red; Process Red; Standard Green. PMS colors available at an additional charge.

4-COLOR PROCESS

For best reproduction, the maximum screened density should not exceed 260% in any area. Ink coverage will vary with press speed changes. A Matchprint or Cromalin proof must be provided to serve as a guide to produce color on press. Ink rotation is black, cyan, magenta, yellow. Publication is not responsible for registration of type smaller than 10PT, that reverses out of color background (white type). Advertisements set in news style must carry an "Advertisement" caption.

Mechanical requirements subject to change.

PRODUCTION COSTS

Accepted without charge: One piece, correct size, right-reading emulsion side down, litho negatives. Charges will be made to advertiser or agency at commercial rates for making negatives from the following material - original artwork, mechanicals, photographs and litho film positives.

All ad material will be destroyed 12 months after last insertion date unless written instructions are received detailing disposition. For further information, call the Production department.

SHIPPING INSTRUCTIONS

Ship all ad material and copy setting instructions with copy to SN/Supermarket News, Production Department. (Address Below).

Prints, artwork or films should be separately slip-sheeted, securely packed and thoroughly protected to prevent any possible scratching, puncture, or folding. Contents should be identified on the outside of the package.

SUPPLIED INSERTS

All inserts must be tipped to front or back page of a given form. For additional insert information and specifications contact the Production department.

Deliver inserts at least eight working days prior to issue date but no earlier than three weeks prior to issue date. Ship inserts to: Wilcox Press, 17 Hall Wood Rd., Ithaca, New York 14850.

Inserts should be boxed and labeled for SN/Supermarket News with issue date and quantity on packing slip. All inserts should not exceed 60# text stock. All inserts must be approved by production.



Difference

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